

MONTANA LEGISLATIVE COUNCIL  
STATE OF MONTANA  
HELENA, MONTANA  
DEC 17 1969  
STATE DOCUMENTS

# MONTANA

STATE ADVERTISING DEPARTMENT



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1962 1964  
BIENNIAL REPORT

Montana State Library



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Cover Photo by Les Barry, Travel Editor, Popular Photography Magazine.  
(Taken at upper Two Medicine Lake, Glacier National Park during the  
1963 annual editors' tour.)

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HONORABLE TIM BABCOCK  
GOVERNOR OF MONTANA  
HELENA, MONTANA

DEAR GOVERNOR BABCOCK:

PURSUANT TO THE PROVISIONS OF SECTION 1, CHAPTER 98, SESSION LAWS OF MONTANA 1959, I AM PLEASED TO PRESENT THE BIENNIAL REPORT FOR THE PERIOD JULY 1, 1962 THROUGH JUNE 30, 1964.

RESPECTFULLY,

*Orvin B. Fjare*  
ORVIN B. FJARE  
ADVERTISING DIRECTOR



ADVERTISING DEPARTMENT  
MONTANA HIGHWAY COMMISSION

HIGHWAY COMMISSIONERS

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without remuneration)

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Leonard Swan, Highwood  
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ADVERTISING DEPARTMENT STAFF

Orvin B. Fjare, Director\*  
Mrs. Dorris G. Stalker, Assistant Director \*\*  
Mrs. Esther Wade Hughey, Secretary 2  
Mrs. Margarette Archibald, Stenographer 2  
John Bahnsen, Clerk 1

\* July 7, 1962 to March 1, 1964

\*\* Acting Director, March 1, 1964 to November 4, 1964

District 8

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Charles R. Duffield, Thompson Falls

District 9

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Dan Mizner, Deer Lodge  
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Glen Nolte, Billings  
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Larry Higgins, Red Lodge

District 12

Russ Porten, V.-Chrnn, Miles City  
Gordon Bickle, Miles City  
Karl Wenz, Baker

CONSULTANTS

Conna May, Billings  
Jim Bourne, Billings  
Bill Browning, Helena  
Ken Keeney, Missoula



## INTRODUCTION

Tourism is the third ranking industry in the State of Montana producing \$114,725,146 from out-of-state visitors in 1962, an all-time record. Montanans vacationing in Montana contributed another \$38 million bringing the total revenue to \$152 million.

It is the responsibility of the Advertising Department, Montana Highway Commission, to provide information concerning Montana highways, points of scenic and historic interest, as well as resources to attract persons to Montana who would not otherwise utilize the highways of the State of Montana unless provided with this information.

The Advertising Department is endeavoring to meet this responsibility with a present budget of \$126,000 per year. The basic program includes national advertising, production and distribution of Montana travel promotion literature, publicity and promotion programs including attendance at travel shows, production and distribution of the film and photographic libraries, and a statewide community service program to assist all Montana communities with furthering travel promotion throughout the state both by Montanans and out-of-state visitors.

This continuing program has brought results to the State of Montana in the steady growth of tourism since its inception in 1947. Though many of the economic contributions are difficult to measure in exact dollars and cents, the gas tax revenues provide tangible evidence of this growth.

Aside from the benefits to businesses directly involved in serving the visitor, this industry contributes to the well-being of every Montana citizen as these dollars filter down through our economy. Also, impressions gathered during a vacation can often be the influencing factor in future industrial expansion.



NATIONAL ADVERTISING

The first four-color, full page advertisement in the history of Montana's advertising program was placed in the March 1964 issue of *Sunset Magazine*. This regional publication was chosen because its circulation reaches Montana's number one and two markets, California and Washington, as well as other western states. This ad resulted in 1,152 inquiries as of June 29, 1964.

Other small advertisements were published in *National Geographic*, *Redbook*, *Holiday*, *Sunset*, *Popular Photography*, *Today's Health*, *Woman's Day*, *Motorland*, *Westways*, *Northwest AAA Tour Book*, *Outdoor Life*, *Field & Stream* and *Sports Afield*. The following metropolitan newspapers were also used in late spring follow-up campaign: *Chicago Tribune*, *Cleveland Plain Dealer*, *Detroit News*, *Milwaukee Journal*, *Minneapolis Tribune*, *Spokesman-Review*, *Spokane Daily Chronicle*, *Milwaukee Sentinel*, *New York Times*, *Wall Street Journal* (Pacific & Mid-West editions) and *Oakland Tribune*. Canadian publications were dropped during this period because of the high cost per inquiry in the previous biennium and change in Canadian monetary regulations for Canadian citizens visiting the United States.

Montana has continued to participate in a cooperative advertising program for the Rocky Mountain West, which includes the states of Colorado, Utah, Wyoming and Montana. In 1962, the *National Geographic* was used, returning 16,214 inquiries, and *Reader's Digest* was chosen in 1963 with a return of 10,921 inquiries. A full-color, eight-page supplement was placed in the *Los Angeles Times* and *Oakland Tribune* in May of 1964 and had produced 12,417 inquiries through June 30, 1964.





This national advertising program produced 107,308 inquiries during the years 1962 and 1963. The all-time record number of inquiries occurred during 1962 and this was no doubt caused by the added emphasis of travel to the Pacific Northwest generated by the Seattle World's Fair. General inquiries received in the Advertising Department for this two-year period totalled 138,755 bringing the grand total to 246,063 inquiries processed by this department. This job is performed by three part-time staff members.

Due to the continuing rise in costs of all national media, it has been necessary to reduce the size of ads, or reduce the number of insertions and publications used, or use regional editions where available to stay within the budget. Since 1961 there has been an average increase in costs of 22 per cent in the principal media used by the department. There has been no increase in the Advertising Department budget since July 1, 1961. However, the present advertising campaign does continue to show good results but the program should be stepped up if Montana is to meet the growing competition and continue to show a healthy growth in tourism.





## LITERATURE PUBLICATION AND DISTRIBUTION

Over two million pieces of Montana literature have been published and distributed by the Advertising Department during this biennium including the Montana Highway Map, vacation booklet, state parks folder, campground folder, historical maps, and ski folder. In order to provide this amount of literature to service the inquiries received, and for distribution through travel shows, conventions, touring departments, chambers of commerce, hotels, motels and others, it has been necessary to merely reprint the literature designed in the previous biennium with the exception of the Montana Highway Map. This is given a complete new design each year, and is used as a highly effective Montana travel promotion piece.

All Montana communities are invited to supply their promotional literature to be distributed by the department. Under this program, many thousands of pieces of literature have been forwarded to prospective visitors along with literature from Glacier and Yellowstone National Parks and other Montana tourist attractions.

## PUBLICITY CAMPAIGN

### Travel Editor Program

Montana has continued to entertain four nationally known travel editors each year through the department's membership in the Pacific Northwest Travel Association program. This remains one of the outstanding publicity programs for the State of Montana and has returned thousands of inches of editorial space on the travel pages of metropolitan newspaper and major magazine publications including the following: Washington Daily News, Fort Worth Press, Oakland Tribune, Toledo Blade, Oregon Motorist, St. Louis Post-Dispatch, Columbus Dispatch and Popular Photography Magazine.

We also give assistance to free-lance writers, editors and others who come to Montana in search of travel article material. In May of 1964, Montana was the official host to the annual meeting of the Mid-West Travel Writers Association at Yellowstone National Park. This meeting resulted in many fine articles by representatives of this group in their various publications.

### National News Release Campaign

The Advertising Department prepares news releases for over 350 major newspapers and other publications on a weekly basis from April 1 through September 15 of each year. This program is supplemented with regular releases of a timely nature throughout the year, and although the program is carried out on a very limited budget, brings valuable returns to the state through the use of these releases by the publications serviced. It is estimated that editorial space given Montana by this means is equal to several hundred thousands of dollars in paid advertising space.

### Photographic Department

Many hundreds of black and white photographs and color transparencies are supplied from the photographic library of the department, upon request,



to publications of every type including text books, encyclopedias, government publications, travel publications, foreign offices, calendar and post-card publishers, trade journals, etc. This is a particularly important phase of advertising Montana but it has not been possible to add new quality photographs to the library commensurate with the demand.

#### Travel Shows

During 1962 and 1963, Montana was represented at travel shows in Los Angeles, Oakland, Chicago, Cleveland, Minneapolis, Kansas City, Omaha, Dallas and Cincinnati through our membership in the Pacific Northwest Travel Association. Well over 3½ million people have been exposed to travel opportunities in Montana and our neighboring states through this program in the past two years. The State Advertising Department also placed a special Montana booth at travel shows in San Francisco, Portland and Milwaukee. This is an inexpensive, but very effective way to visit personally with many potential visitors to the Big Sky country.

#### Radio Publicity Campaign

The Advertising Department prepares daily releases from July 1 through Labor Day weekend which are distributed to Montana radio stations by the Associated Press and United Press International wire services. These releases contain up to the minute information on what there is for our visitors to do and see in Montana on any given day, and is the designed purpose of keeping them in the state longer.

Centennial Train and World's Fair Exhibit Press kits were assembled and distributed by the Advertising Department prior to the departure of the Centennial Train to principal news media along the entire route of the train.







#### MOTION PICTURE DIVISION

Ghost Town, Montana, a twenty-minute, full sound and color movie was produced by the Advertising Department with the assistance of funds given the department by the Montana National Governors' Conference Committee. This film was released to public showing in April, 1963 and has been viewed by millions on television stations across the United States. The subject for this film was chosen for two primary reasons. First, ghost towns are very popular with Montana visitors as historic attractions and second, it was felt that many of these old mining towns should be preserved on film for future generations because the ravages of time and vandalism are fast taking their toll on many of these fine pages of Montana history.

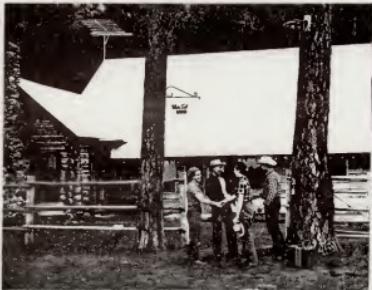
The present film library consists of eight titles with thirty-six copies. Six of these titles were produced prior to 1954 and are not replaceable as copies wear out and must be retired. Additional copies of the newer films will be purchased as funds become available, as there is a constant demand for Montana travel films from many sources including television, civic and service clubs, schools, military installations, travel clubs, major oil companies and other groups across our nation.



# MONTANA

## VISITORS

### HOSPITALITY CONFERENCE



#### Manual

PREPARED BY

ADVERTISING DEPARTMENT  
MONTANA HIGHWAY COMMISSION  
HELENA, MONTANA

tation to the traveler to ask questions of local people so that he could better familiarize himself with things to do and see in any given area, thereby encouraging him to stay longer.

Other materials produced by the department were four-color window placards and sets of four-color Montana photos which were distributed statewide. The department also designed a four-color placemat and table tent which were distributed through members of the Montana Restaurant Association. This program was extremely well accepted and will be continued.

Several industries actively promoted the Montana travel industry as a result of the "Five in Sixty-Five" program, including an award-winning film produced by Union Oil Company, "Last Chance Gulch."

Literature, films and speakers are supplied to both Malmstrom and Glasgow Air Force bases to better acquaint military personnel with Montana vacation opportunities during their tour of duty.

A companion four-color letterhead was designed by the department to match the four-color "Big Sky" envelope produced during the previous biennium. This is used by businesses and individuals throughout the state.

#### COMMUNITY SERVICE

The value of the national advertising program carried on by this department is strengthened by the degree of effort put forth by the individual Montana communities once the out-of-state visitor has arrived in Montana. Therefore, the Advertising Department's secondary program is to assist and encourage travel promotion on the local level. One of the keys to broadening the dollar return from the traveler is to extend his length of stay. To aid Montana communities in achieving this aim, the Advertising Department introduced the "Five in Sixty-Five" program during the spring of 1963. The program was designed to lengthen the average time spent in Montana by the out-of-state visitor from 3.5 days to five days in 1965.

A Hospitality Conference Manual was published for the purpose of assisting local communities with a training program for all persons who come in direct contact with the traveling public. Advertising personnel appeared on special programs throughout the state to assist with these conferences, and persons attending the sessions were presented with buttons "ASK ME ABOUT SITES TO SEE IN MONTANA". This served as an invitation to the traveler to ask questions of local people so that he could better familiarize himself with things to do and see in any given area, thereby encouraging him to stay longer.



#### **OTHER ACTIVITIES**

The Advertising Department is an active participant in the National Association of Travel Organizations, Pacific Northwest Travel Association, Western Council of Travel Research and Western America Convention and Travel Institute. Staff members have been called upon to make presentations at several of these association meetings as well as appear on programs for other travel promotion groups, both in and outside the State of Montana. The present Acting Director was also named State Liaison Officer to the United States Travel Service by Governor Tim Babcock at the request of Secretary of Commerce, Luther Hodges.

Montana is actively promoting the "See the USA" program which was initiated by the National Association of Travel Organizations and endorsed by the President of the United States. This program is designed to encourage Americans to see and learn more about the beauty, history and the resources of our country, and should bring about an important rise in tourism.





## SURVEYS

A sound promotion program requires research, therefore the Advertising Department has continued to survey the Montana travel industry through the assistance of the Planning Survey Department of the Montana Highway Commission and Bureau of Business and Economic Research, Montana State University

The first comprehensive twelve-month travel study was inaugurated in July, 1963. The final results of the survey will be available approximately January, 1965.

Limited travel studies were conducted by the Planning Survey Department during 1962 and 1963 and this information is used by the Advertising Department in placing the national advertising program into prime market areas as indicated by the surveys.

A visitor conversion study of the 1963 magazine advertising inquiries is being conducted by the Bureau of Business and Economic Research, Montana State University. This study will be available on November 1, 1964.

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## FIVE YEARS OF TOURIST STUDIES IN MONTANA



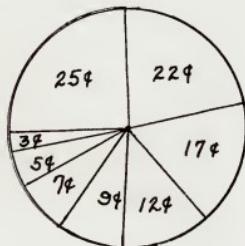
MONTANA STATE HIGHWAY COMMISSION  
PLANNING SURVEY DIVISION  
IN COOPERATION WITH  
U.S. DEPARTMENT OF COMMERCE  
BUREAU OF PUBLIC ROADS



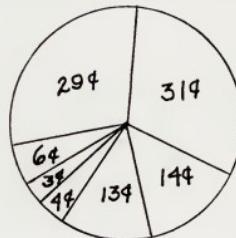
QUICK REFERENCE FACT SHEET

1. Over 3½ million visitors came to Montana in 1962.
2. Out-of-state visitors spent almost \$115 million in Montana in 1962, compared to \$90 million in 1958.

TRAVEL DOLLAR SPENT \*



TRAVEL DOLLAR...\* spreads into entire economy



Retail	25¢	Farmer & Food Processor	29¢
Food	22¢	Salaries & Professional Services	31¢
Lodging	17¢	Taxes & Insurance	14¢
Gas & Oil	12¢	Mortgages & Interest	13¢
Amusement	9¢	Heat, Lights & Water	4¢
Transportation	7¢	Telephone	3¢
Incidentals	5¢	Furniture & Repairs	6¢
Confections	3¢		

\*Source: Chamber of Commerce - Wisconsin Dells, Wisconsin

3. Visitors to Montana for vacation purposes have increased from 80 per cent to 87 per cent in the last five years.

4. Visitors paid over \$2 million in gasoline taxes during 1962. They also paid cigarette and liquor taxes.

5. Travel is Montana's third ranking industry.

6. Inquiries from prospective Montana visitors, totaling 246,063 were answered by the Montana Advertising Department in 1962 and 1963.

7. There has been an average increase in costs of 22 per cent in principal advertising media used by the Advertising Department in the past three years.

8. Over two million pieces of Montana literature were distributed.



9. Hundreds of favorable publicity stories about Montana have resulted from the travel editor tour program and the national news release campaign.

10. Millions of viewers have been exposed to Montana's vacation and recreation opportunities through the medium of Montana promotional films.

11. The "Five in Sixty-Five" program has offered leadership and assistance to travel promotion groups within the state for the purpose of lengthening the average visitor stay.

12. The Advertising Department has carried on its travel promotion program with a budget of \$126,000 since July 1, 1961 (approximately 11½¢ per Montanan.) This budget ranks sixth in the six Rocky Mountain States and twelfth in the fourteen Western States. \*

\*See the next page.



COMPARATIVE TRAVEL PROMOTION BUDGETS OF WESTERN STATE GOVERNMENTS \*

	<u>Fiscal 1964</u>	<u>Fiscal 1952</u>	<u>(1960 Census) Population</u>
Hawaii	\$1,100,000	\$374,865	632,772
Hawaiian Visitors Bur. Subs.	350,000		
Oregon	600,000	250,000	1,768,687
New Mexico	550,000 (a)	341,410	951,023
South Dakota	408,000	80,000	680,514
Alaska	389,600	- - -	226,167
Washington	346,117	207,313	2,853,214
Colorado	324,895	200,000	1,940,000
Colorado Visitors Bureau	226,950		
Wyoming	201,144	76,120	330,066
Idaho	157,345	130,000	692,525
Arizona	150,880 150,000 (b)	100,000 unknown	1,600,000
Utah	150,000	- - -	
Montana	126,000	27,500	674,767
North Dakota	125,000	- - -	632,446
Nevada	96,000	50,000	450,000

\*Source of figures - Long Advertising and Marketing Publications  
and Curtis Publishing Company

(a) 1963 figures, 1964 figures not available

(b) appropriated for Arizona Highways Magazine

Montana's travel promotion budget ranks 6th in the six Rocky Mountain States  
as 12th in the 14 Western States.



## RECOMMENDATIONS

To maintain Montana's present position and to insure a continued growth in the tourist industry, an extremely competitive field, it is recommended that the Advertising Department budget be increased to include the following staff and stepped-up programs:

1. Full-time staff writer-photographer
2. Increase lineage, use more four-color and additional publications to broaden the national advertising campaign.
3. Produce an all new travel booklet. (The present booklet was first released in 1958 and minor photo and editorial revisions were made in 1962.)
4. Produce additional folders that are in constant demand by prospective visitors including Ghost Towns, Capitol Compound booklet, new and more comprehensive Campground folder, Accommodations guide and a series of four-color posters.
5. Produce one new travel film in each biennium with money available to purchase additional copies as needed in the film library.

Other programs that directly affect tourism in Montana are adequate outdoor recreation facilities. We therefore believe that upgrading of present State Park facilities and addition of new areas and facilities are essential to a continuing growth of this important industry. Also, an accelerated program of installation of attractive and adequate roadside park areas is necessary. Visitors to Montana have written the Advertising Department that this is one of their principal disappointments in visiting Montana.

The U.S. Department of Commerce estimates that \$26 billion are being spent on travel and outdoor recreation at the present time. Montana's advertising program is producing positive results. However, to keep pace with this fast growing and highly competitive travel industry and to assure Montana of its share, more funds should be made available for an expanded program.



STATE ADVERTISING DEPARTMENT  
BIENNIAL BUDGET REQUEST 1965-67

Salaries	\$ 70,000.00
Travel	20,000.00
Telephone and Telegraph	3,400.00
Freight and Express	1,500.00
Office Supplies	2,400.00
Postage	16,400.00
Association Dues	600.00
Photos and Publicity	21,000.00
Printing	60,000.00
Motion Picture Library	24,000.00
National Advertising	156,000.00
Direct Mail	3,000.00
Exhibit	6,400.00
Subscriptions	300.00
Contingency	5,000.00
	_____
	\$390,000.00

Approved by the Montana Highway Commission for submission to the 1965 Legislature. This budget would be required to finance the program as proposed in the recommendations of this report.



## STATE ADVERTISING DEPARTMENT

## BUDGET REQUEST 1965-66

	<u>Estimated Budget Expenditures 1964-65</u>	<u>Estimated Budget Expenditures 1965-66</u>
Salaries	\$ 24,500.00	\$ 35,000.00
Travel	5,000.00	10,000.00
Telephone and Telegraph	1,500.00	1,700.00
Freight and Express	200.00	750.00
Office Supplies	800.00	1,200.00
Postage	6,000.00	8,200.00
Association Dues	150.00	300.00
Photos and Publicity	6,000.00	10,500.00
Printing	21,000.00	30,000.00
Motion Picture Library	750.00	12,000.00
National Advertising	57,000.00	78,000.00
Direct Mail		1,500.00
Exhibit	3,000.00	3,200.00
Subscriptions	100.00	150.00
Contingency		2,500.00
	<hr/>	<hr/>
	\$126,000.00	\$195,000.00





